



# COUNTERING **DWINDLING** ENROLLMENT

TACTICS FOR SCHOOL GROWTH (AKA SURVIVAL)


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PRESENTED BY:



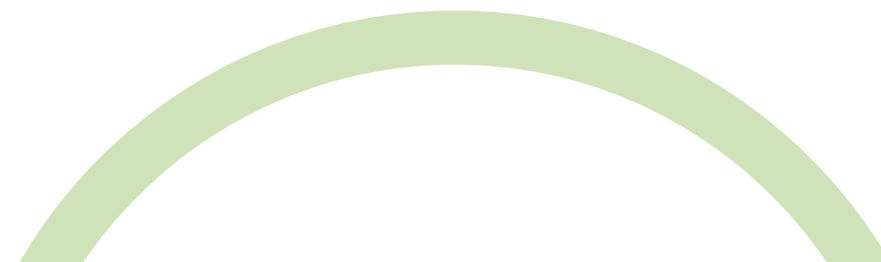
# Agenda

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- **Introductions**
  - **Engagement/Questions – CB/NCB, facility over/undersized**
  - **Enrollment landscape**
  - **Strategies for retaining who's there now**
  - **Strategies or gaining who isn't there yet**
  - **Summary / conclusion**
  - **Call to action**
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**Who is joining us in the room?**

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# California's Declining Enrollment

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**Down 310,000 students since 2019**

**No large positive signs in 2023**

- 40,000 more students exit

**K-12 enrollment projected to decrease**

- Tk, K, 1st hit hardest

**Projected K-12 Statewide Enrollment**



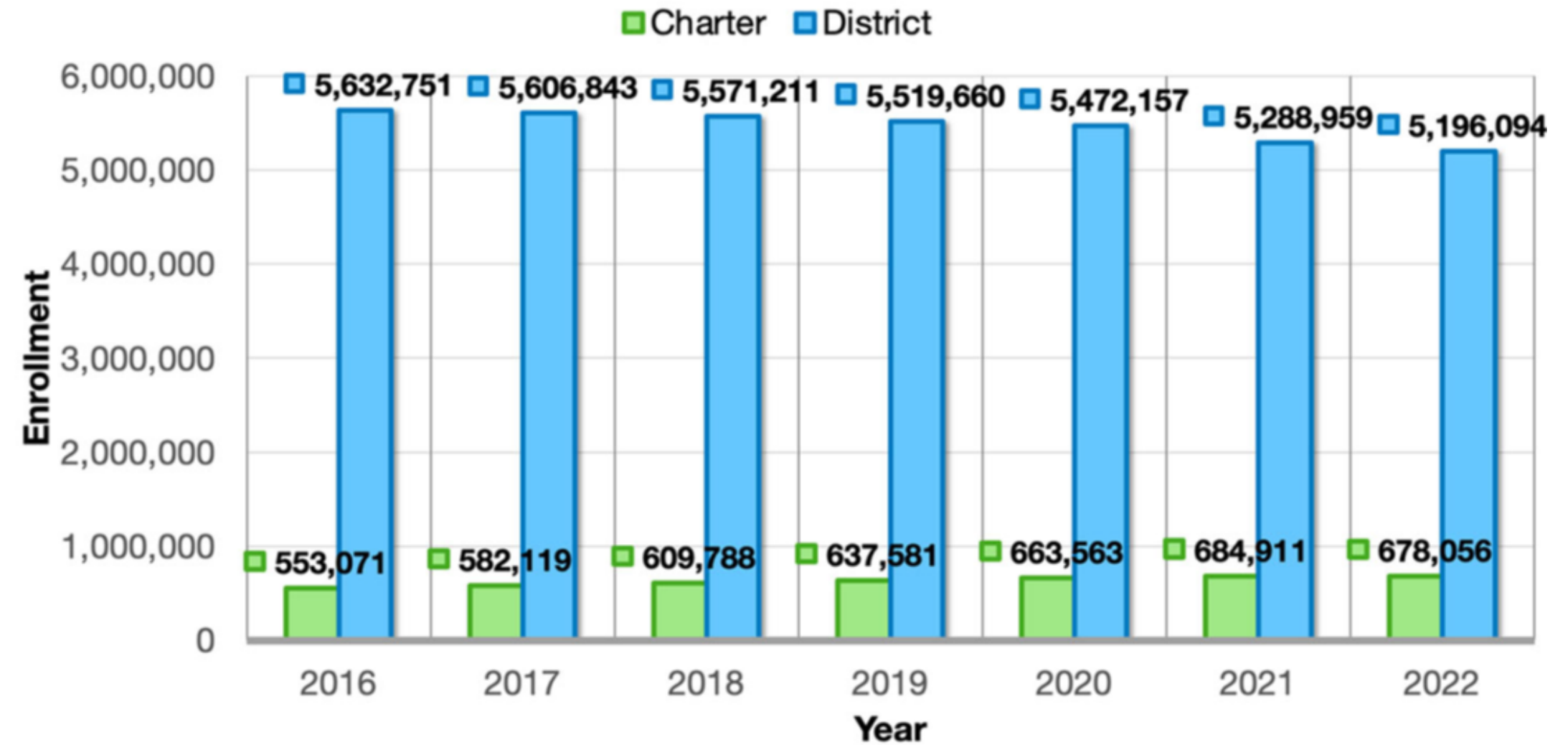
# California's Declining Enrollment

## Public Education is down overall

- Districts are **losing students**
- Charters are **gaining students**

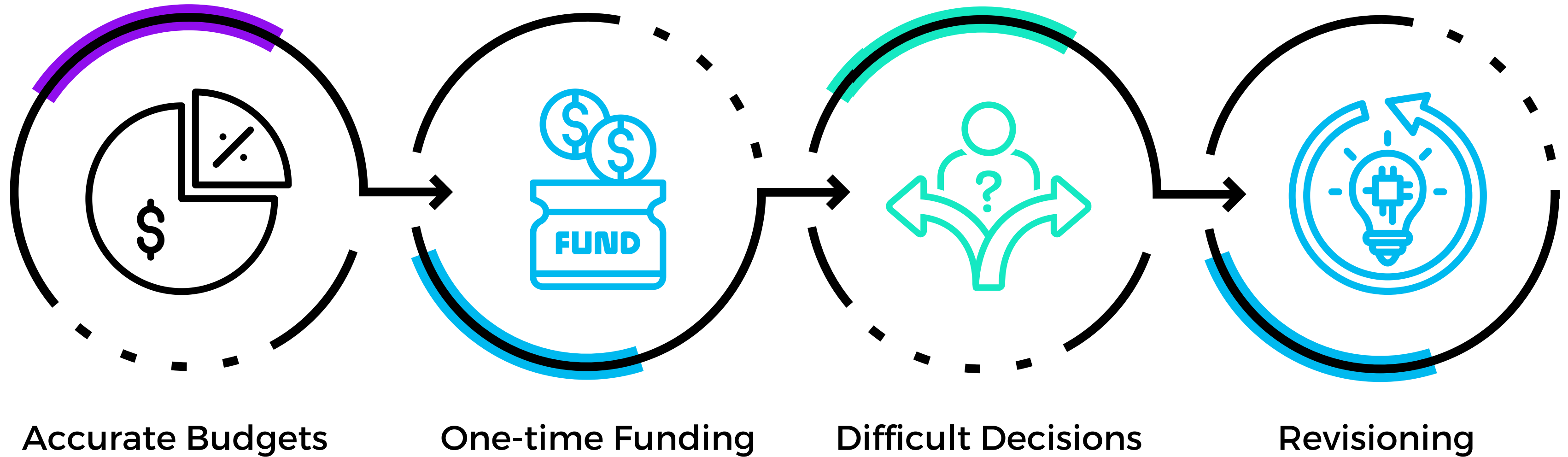
## Private schools are up overall

District v. Charter Statewide Enrollment



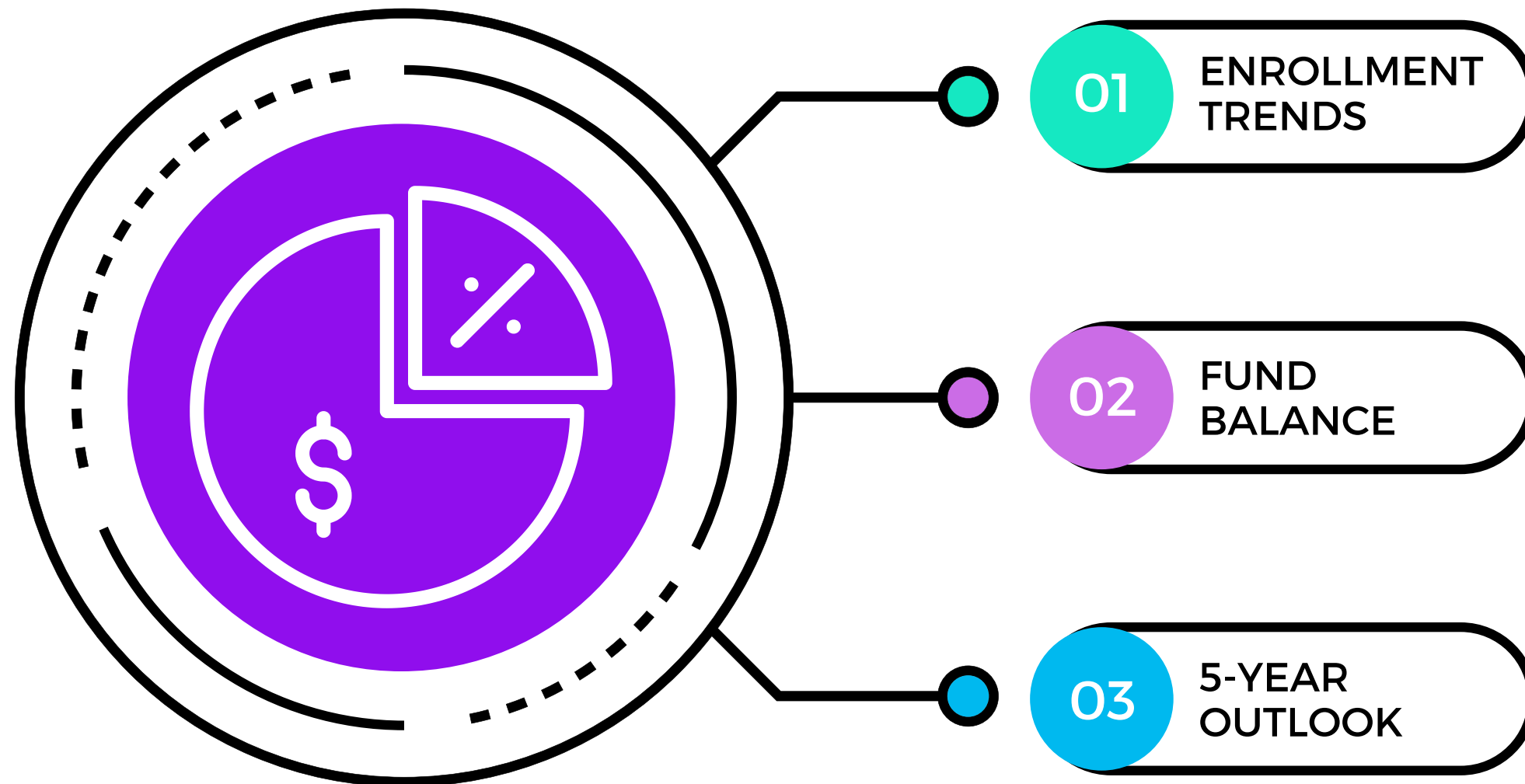
# Retention Strategies

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# How do we budget for this?

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## Pre-pandemic vs. post-pandemic

- At your school
- In your district / community

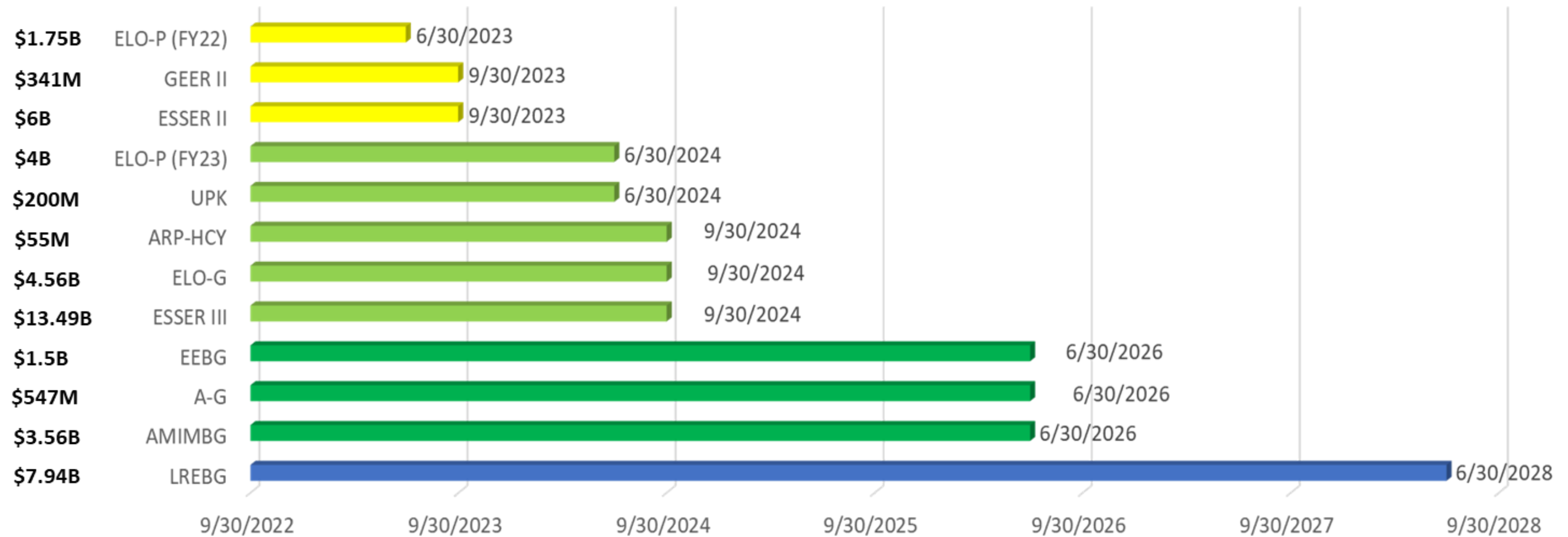
## Fund balance (positive & trending up?)

- How much is driven by unused one-time funds?
- How much is due to financial management?

## 5-year Financial Outlook

- Surpluses annually or deficits
- Enrollment decreasing/flat/increasing
- What happens when one-time monies go away?

# One-Time Grants

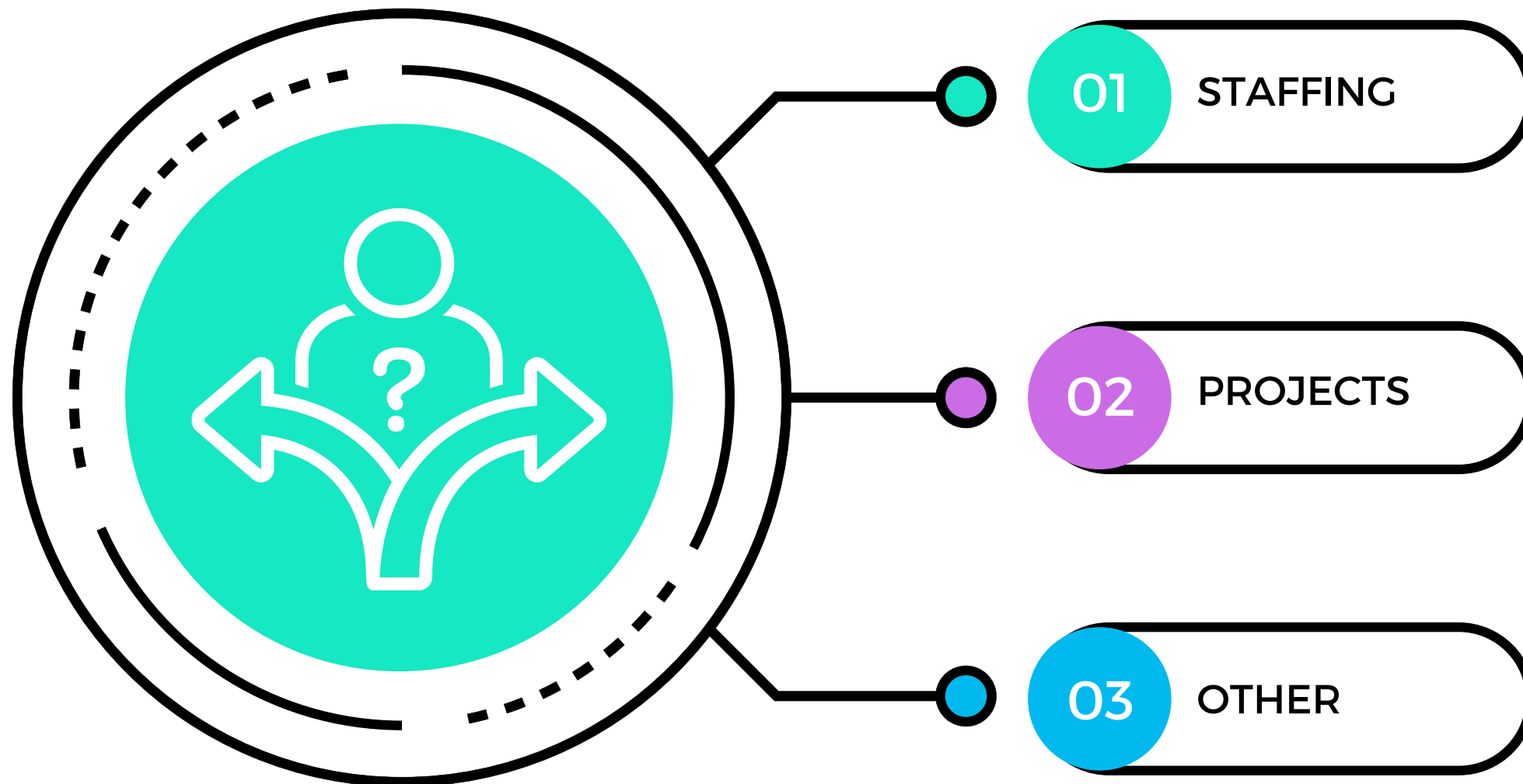


**\$55 Billion**



# Difficult Decisions to be Considered

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## Are you under or over-staffed?

- Pupil-Teacher ratios
- Administrative staff
- Overlapping or redundant positions

## Large projects revised or postponed

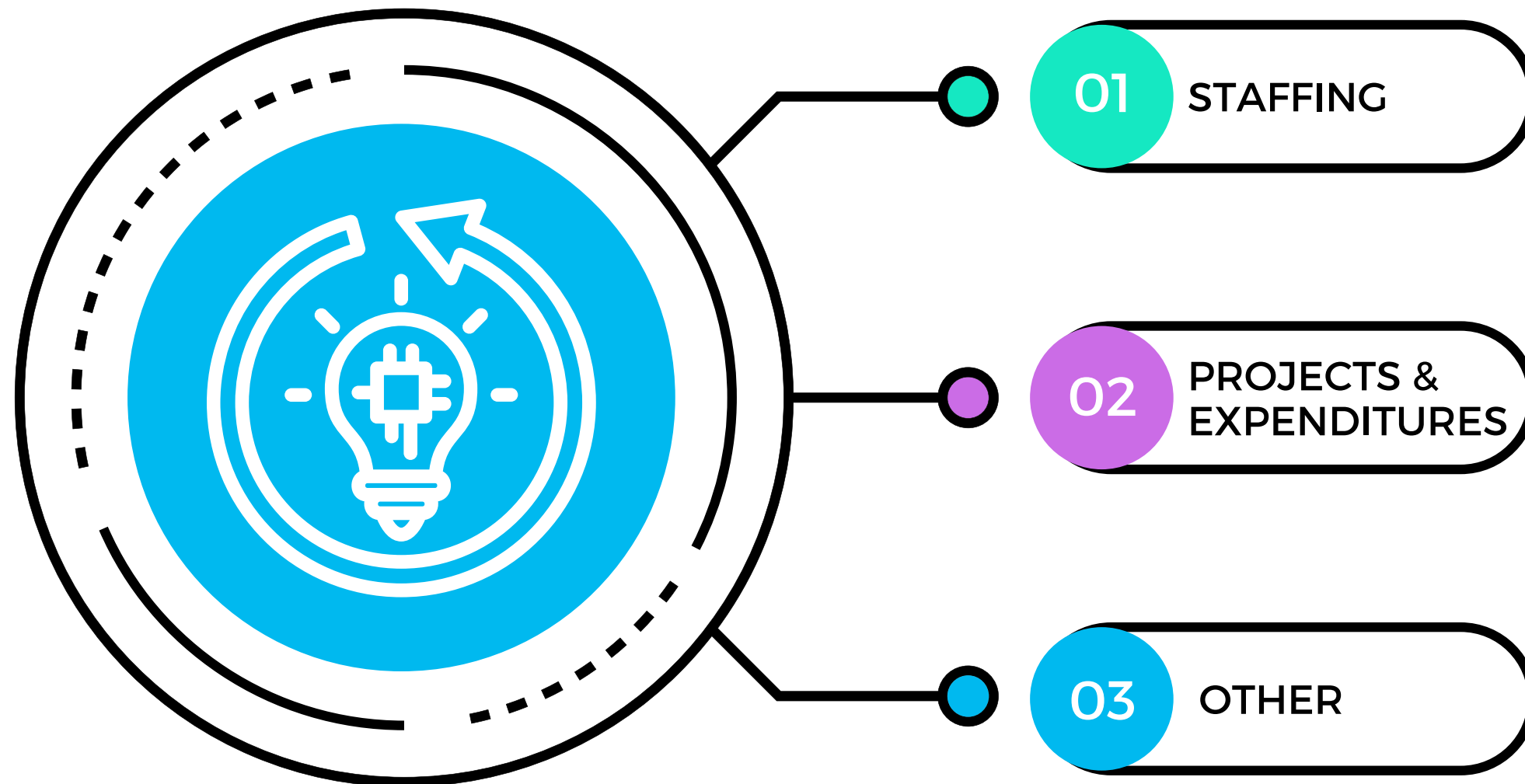
- Facilities projects
- TI's, athletic courts etc.
- Major equipment or software purchases

## Other

- Combined classrooms
- Grade-levels; is one area outpacing another (K-5 v 6-8)

# Revisioning and Recommitment

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## Staff aligned with enrollment & programs

- Are we ready to make difficult decisions?
- Do changes put us on a firmer financial footing?
- Do changes improve educational outcomes?

## Capital projects & major expenditures

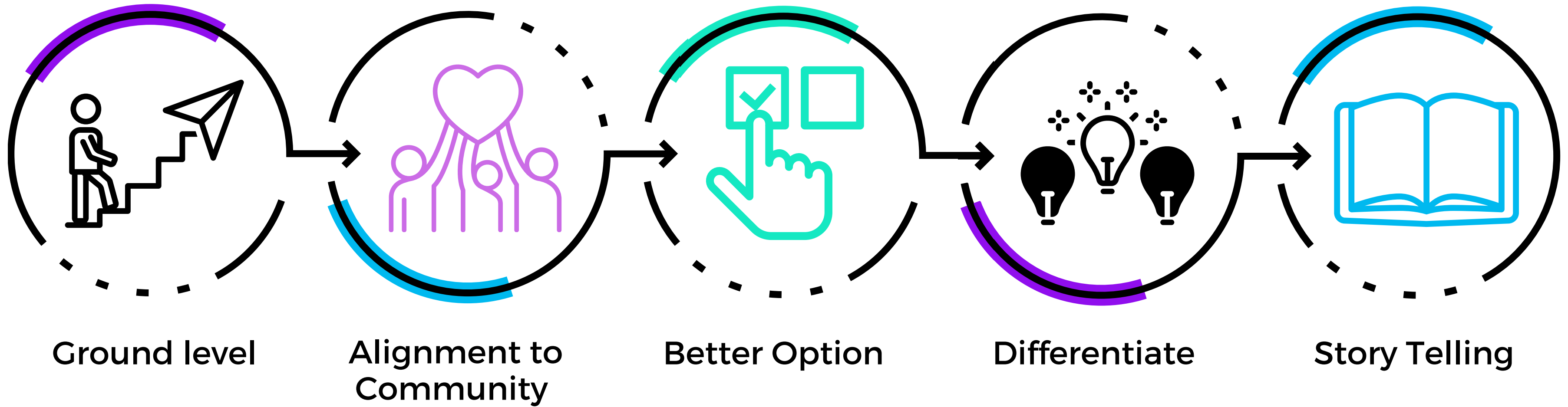
- Do the resources exist for these projects?
- Do I have the funds to maintain the project or expenditure after the one-time funds run out?

## Other

- If it becomes necessary to combine classrooms, how long can this continue without impairing the students and teachers?
- What am I doing to counteract lowering enrollments around me?

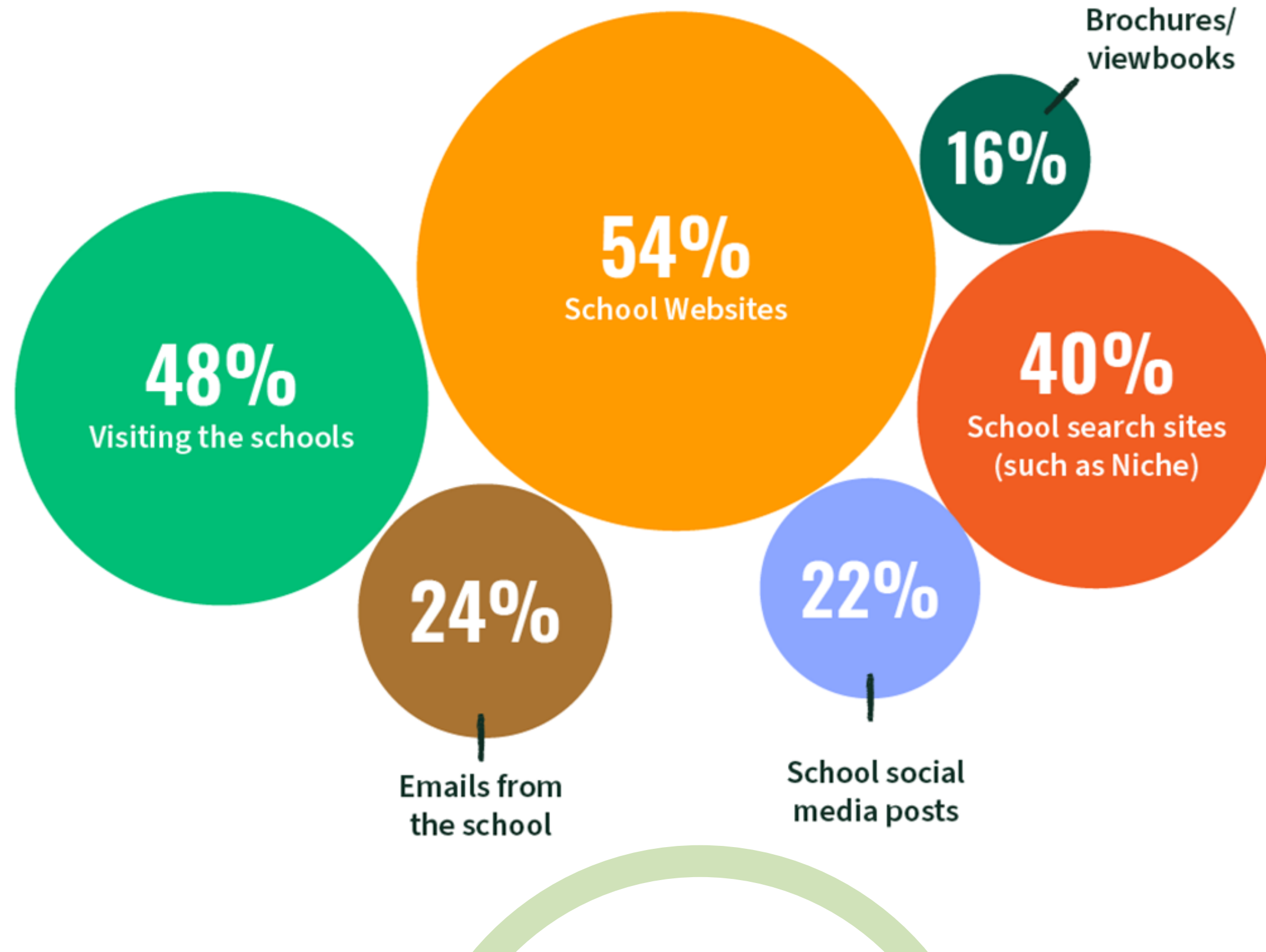
# Strategies for gaining new students

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# Tools that influenced school choice most

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# Ground-level tactics

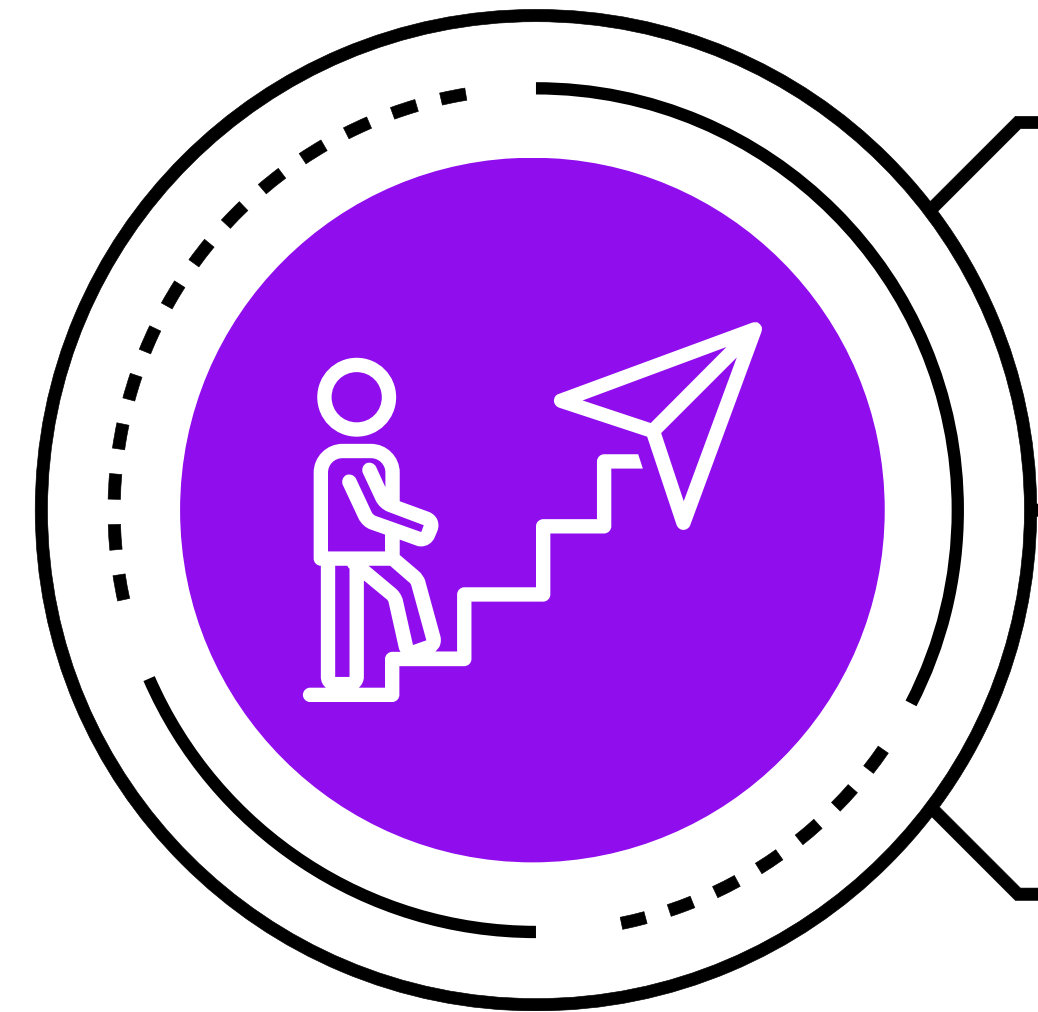
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## Internally

1. Have I empowered my Enrollment Team to do what they need to do?
  - Goals and Objectives of the Team?
  - Developing Proper planning for both Fall and Spring Enrollment
2. Have I made sure the proper environment exists for these new students and is the entire school team ready for the new students?
3. Does the community see my school as a safe place and where they would enroll their child?

## Externally

1. How is my school being perceived from the outside?
  - Is this perception realistic?
  - Do I need to change that reality?
2. Have I considered using a Marketing firm to improve the perception of my school?



# Pairing with Community Needs

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## What is the Overarching Goal:

**Needs to be a direct correlation between your community and your school.**

What values does your community have?

What are parents looking for in a school?

1. Finding out from your community what they want to see in a school?
2. Do you have programs that distinguish your school from others?
3. Can you strategically appeal to your community as to the importance of your school?
4. Pairing the programs in your school with the needs of the community and the parents.
5. A proper LCAP can assist in this match, but if the parents don't know what's in the LCAP...?

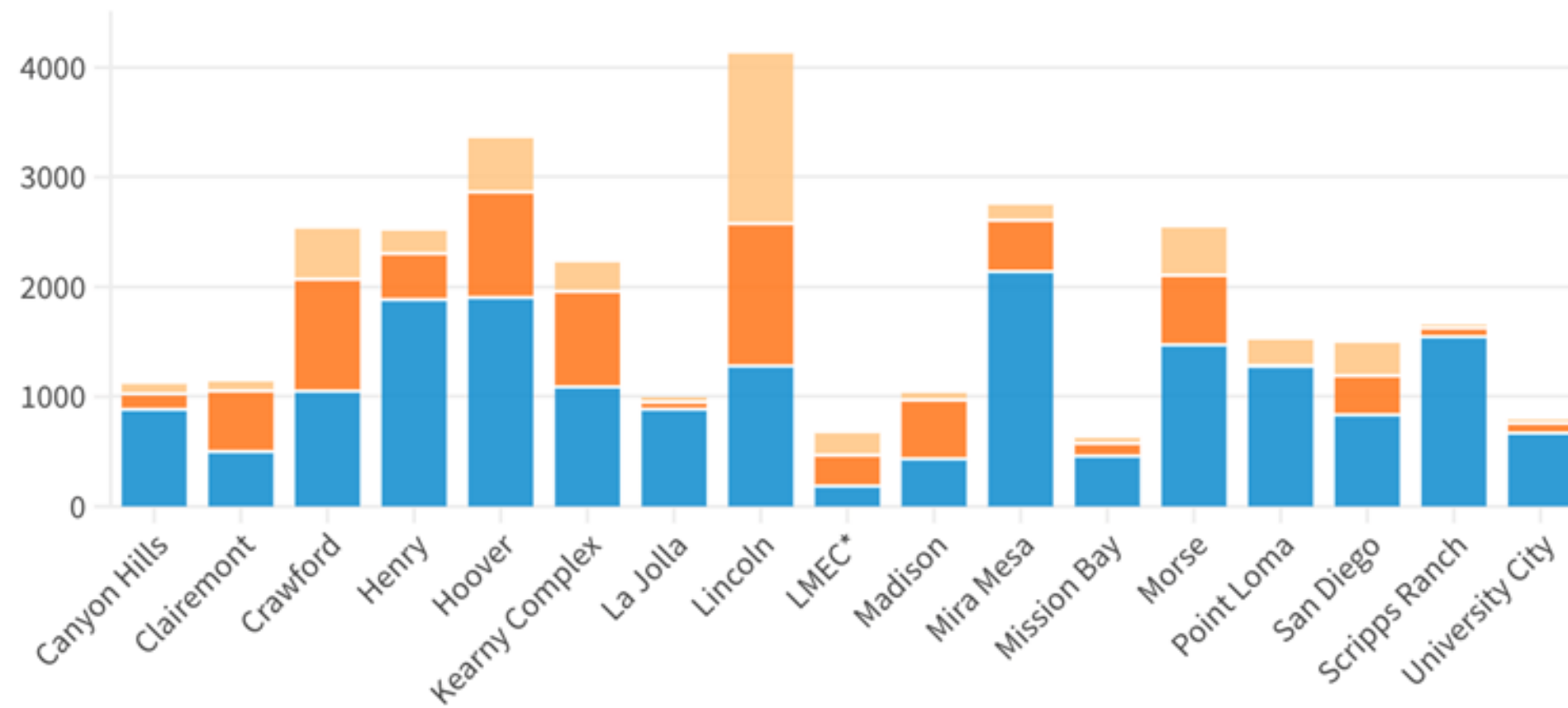


# How to show your the better option

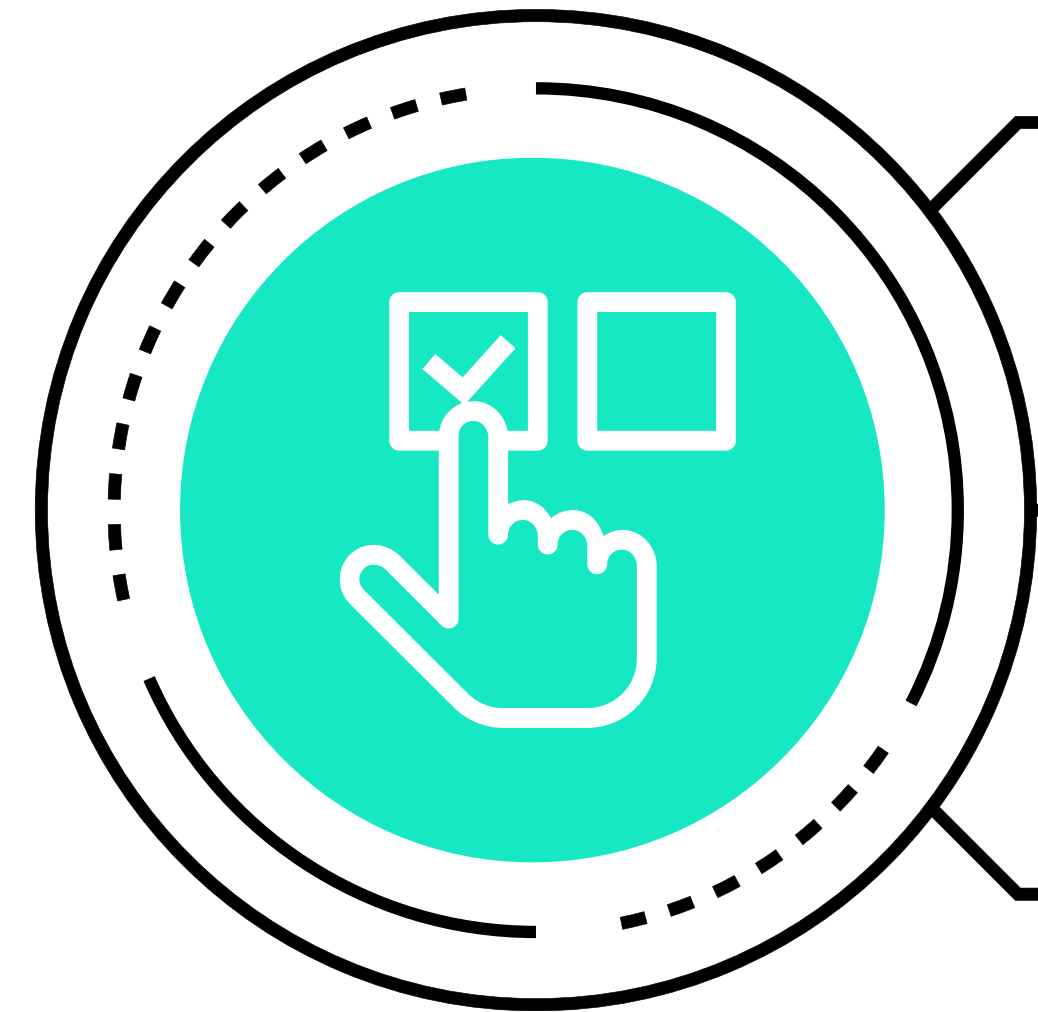
## High School Enrollment

This graph shows the total number of students residing in the attendance boundary of each San Diego Unified high school during the 2022 - 2023 school year, and if they enrolled at their neighborhood school or another option.

- High School Age Students Attending Neighborhood School
- High School Age Students Attending Other SDUSD School
- High School Age Students Attending Charter School



San Diego Unified High Schools

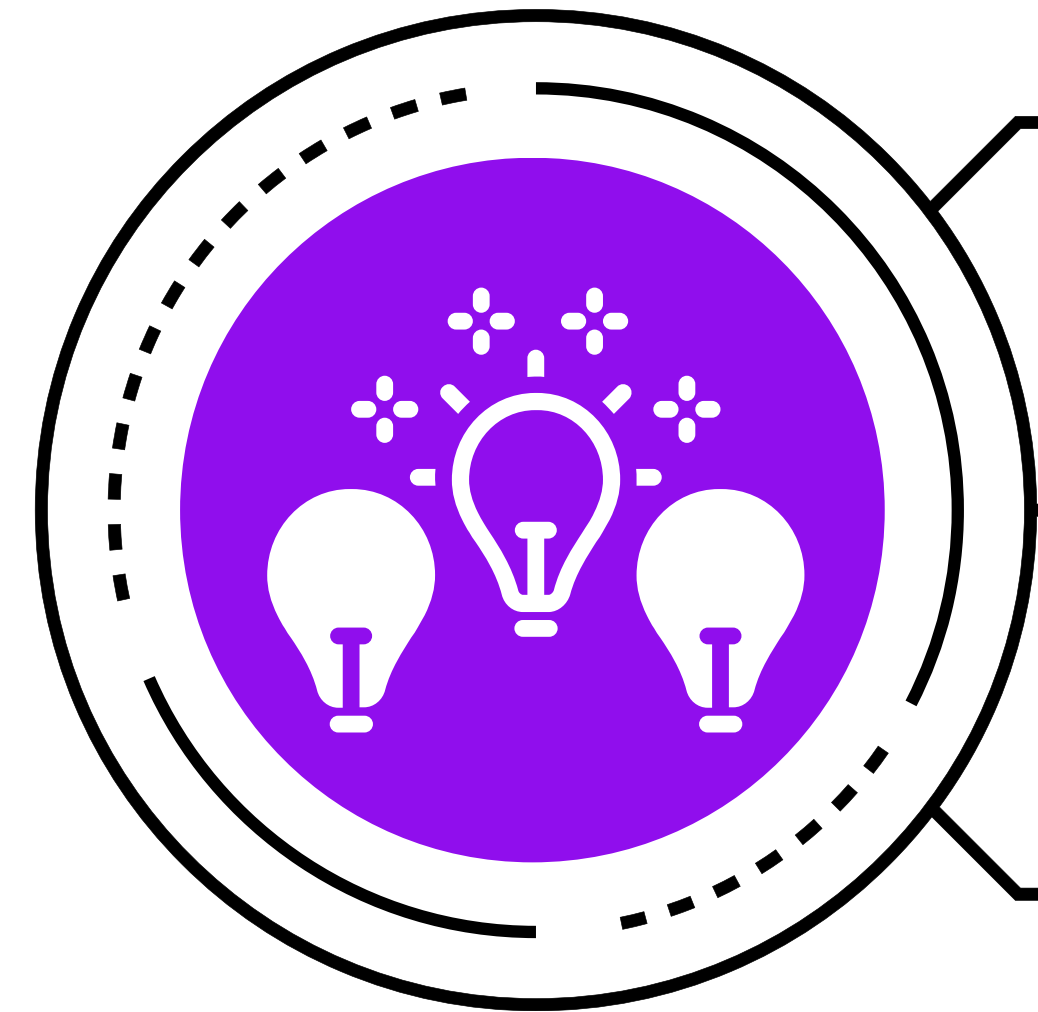


# Stand Out in the Crowd

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## Differentiating yourself in an oversaturated market

CA: 1,336 Charters serving 692,783 Students





# Understand Your Unique Value

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- Identify and leverage your school's distinct strengths and offerings
- Showcase Successes - Highlight the achievements and outcomes of your students and staff, collect success stories whenever possible!



# Digital Marketing

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- In a crowded space, part of the challenge is being seen. Use digital marketing to ensure the right audiences know your school exists.
- Engage the Community - Social Ads can help build credibility and establish your school as a community pillar.

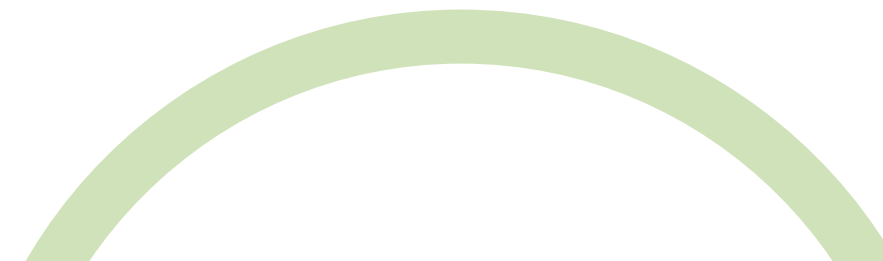
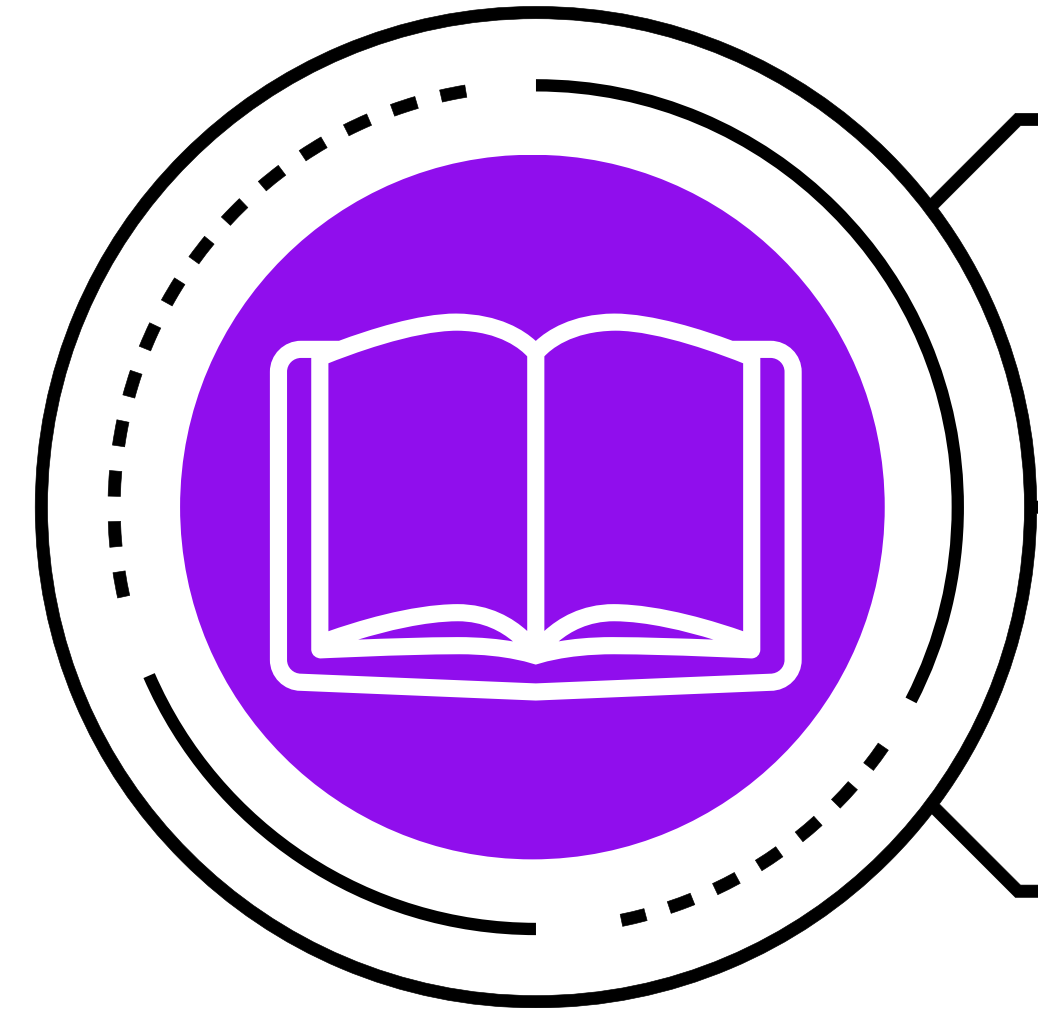


# The Power of Your Website

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## Telling Your School's Story So It Resonates

According to the 2022 Niche Parent Survey, 54% of Parents said School Websites were the most influential engagement channel influencing their final enrollment decision.



# Visual Storytelling

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- High Quality Photos & Video
  - Why You Are Different
  - Testimonials
  - Differentiators and Fast Facts
  - News & Events
  - Call to Actions
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# More than Just the Homepage

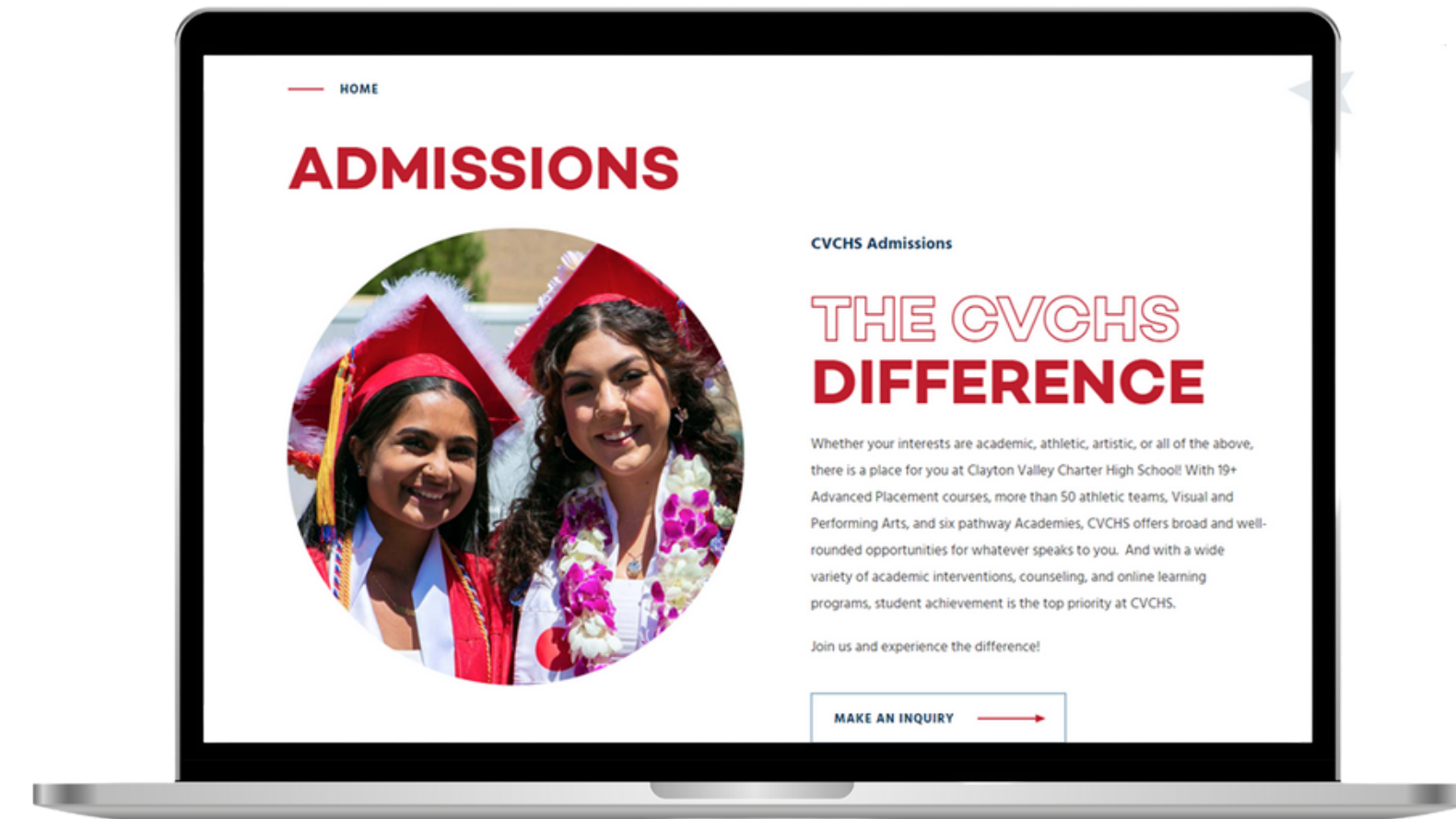
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## Why Landing Pages Matter

Conversions happen on landing pages, not the homepage.

### Your Landing Page Checklist:

1. A Clear Value Proposition
2. What to Expect
3. Compelling Visuals
  - a. \*Video can increase conversions by as much as 80%
4. Strong call-to-action
5. Differentiators
6. Short and Inviting Forms
7. More Testimonials
8. Upcoming Events & Information Sessions



# Digital Communications

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## Engagement Along the Path to Enrollment



73%

A donut chart with a blue segment representing 73% and a light purple segment representing 27%.

of consumers will only  
engage with personalized  
messaging.



66%

A donut chart with a teal segment representing 66% and a light purple segment representing 34%.

expect a response from  
customer service in less than  
an hour.  
*Even on weekends.*




70%

A donut chart with a red segment representing 70% and a light purple segment representing 30%.

of un-nurtured prospects  
enroll elsewhere.


# Summary

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- California is facing an enrollment drop of approximately 8%-10% over the next 10 years.
  - Even though there are slightly higher annual COLA numbers over that period, the COLA increases in revenue will not match the COLA increases in expenses, when taking into consideration lowering enrollment.
  - There will be far fewer one-time funds allocable to schools over the next several years as the State continues to maintain deficits in their budget.
  - Schools will be competing against one another for students in their community, and schools must be prepared to show their advantages over others.
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# Call to Action

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- Schools all over California are facing a time where parents have greater choice to send their kids to the schools THEY are choosing for their child.
  - Now is the time, when many schools received cash infusions of one-time funds to make the needed changes in programs to differentiate themselves from other schools in the community.
  - Schools that do not adapt to the changing paradigm of lower enrollment over the next decade, may see their schools depopulated, which will result in staffing losses, program elimination, and some very hard decisions that need to be faced. Those that adapt will see improved enrollment, additional funds, and a better school environment in which to operate.
  - **NOW is the time to act!! Let's do this!!**
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# THANK YOU!

# ANY QUESTIONS?



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